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STATE OF HAWAII
REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS

STATE PROCUREMENT OFFICE
STATE OF HAWAII

TO: Chief Procurement Officer

FROM: DOH/Community Health Division/Chronic Disease Management & Control Branch/
(Department/Division/Agency) Tobacco Prevention & Education Program

Pursuant to § 103D-102(b)(5), HRS, and Chapter 3-120, HAR, the Department requests a procurement exemption to purchase the following:

Description of goods, services, or construction:

On-screen advertisement on tobacco and teens/youth smoking messages in Consolidated Theatre complexes: Victoria Ward 1-8, Victoria Ward 9-16, Kahala Mall 8, Koko Marina 1-4, Koko Marina 5-8, Kapolei 1-8, Kapolei 9-16, Pearlridge West 1-8, Pearlridge West 9-16, Mililani 1-7, Mililani 8-14, Koolau 1-4, Koolau 6-10, Kaahumanu 6, Kukui Mall 4, Keahou 7.

Name of Vendor:

Screenvision Direct, Inc.

Cost:

\$71,552.00

Term of Contract:

From: PE Approval Date

To: 5/31/2005

Explanation describing how procurement by competitive means is either not practicable or not advantageous to the State:

Vendor is sole representative for Consolidated Theatres in Hawaii. Consolidated Theatres reach most of the target audience than the other two theater companies.

The vendor was not selected by the requestor, but is contracted by the theater to manage on-screen advertisement.

Details of the process or procedure to be followed in selecting the vendor to ensure maximum fair and open competition as practicable:

There are no other vendors for this service.

SEE ATTACHMENT

A description of the agency's internal controls and approval requirements for the exempted procurement:

SEE ATTACHMENT

A list of agency personnel, by position title, who will be involved in the approval process and administration of the contract:

Julian Lipsher
Program Coordinator

Direct questions to:

Jon Pantenburg

Phone Number:

586-1428

This exemption should be considered for list of exemptions attached to Chapter 3-120, HAR: Yes _____ No _____

I certify that the information provided above is to the best of my knowledge, true and correct.

Janet Kadohens
for Department/Agency Head

4.22.04
Date

Chief Procurement Officer's Comments:

Please ensure adherence to applicable administrative requirements.

☒ Approved

☐ Denied

Charm P. Fitch 5/7/04
Chief Procurement Officer Date

cc: Administrator
State Procurement Office

ATTACHMENT

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Details of the process to be followed in selecting the vendor to ensure maximum, fair and open competition as practicable:

There are no other vendors for this service at the selected site.

Program Coordinator identifies the target consumer and the marketing modality (theatre on-screen advertisement).

Program Coordinator investigates the various sites' effectiveness in reaching the largest numbers of the target consumer.

Program Coordinator selects site(s) and works with the vendor (sole representative for a site) who contracts for on-screen advertisements.

Contract is negotiated with vendor.

Description of the agency's internal controls and approval requirements for the exempted procurement:

Program Coordinator

Selects sites and negotiated fees

Fiscal Office

Monitors billings for proper expenditures

On-screen advertisement on tobacco and teens/youth smoking messages in Consolidated Theatre complexes: Victoria Ward 1-8, Victoria Ward 9-16, Kahala Mall 8, Koko Marina 1-4, Koko Marina 5-8, Kapolei 1-8, Kapolei 9-16, Pearlridge West 1-8, Pearlridge West 9-16, Mililani 1-7, Mililani 8-14, Koolau 1-4, Koolau 6-10, Kaahumanu 6, Kukui Mall 4, Keahou 7.

Address: P.O. Box 22905
Rochester, NY 14692

Direct any inquiries to:		
Department:	Health/Community Health Division/Chronic Disease Management & Control Branch/Tobacco Prevention	Phone Number:
Contact Name/Title:	& Education Program Julian Lipsher/Program Coordinator	586-4662
Address:	1250 Punchbowl St. Rm 217 Honolulu, HI 96813	Fax Number:

Chief Procurement Officer
Office/Agency _____
Address _____